



CLAYTON CENTURY  
FOUNDATION

*enriching our community*

**Clayton Century Foundation  
Board of Directors Meeting Minutes**

**Wednesday, July 31, 2013  
Heritage Building, Courtroom  
10 N. Brentwood  
7:00 pm**

**Attendees:** Gary Feder, Gary Krosch, Cindy Berger, JJ Flotken, Ken Goldman, Judy Goodman, Elizabeth Robb, Bev Wagner, Holly Benson, Cheryl Verde, Linda Goldstein, Jim Sherby, Mont Levy, Lee Hanson, Cindy Rapponotti, Scot Boulton, Ben Uchitelle

**Absent:** Lotta Fox, Hugh Scott, Dan Human, Carol Klein, Steven Rosenblum, Jill Fisher, Cynthia Garnholz, Mark Winings, Bob Paster, Sally Cohn, John McCormick

**Staff:** Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator, Patty DeForrest – Director of Parks and Recreation

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1. Call to Order

Gary Feder called the meeting to order at 7:04 pm. Board members were told that if they would like a shirt with the CCF logo at a cost of \$25 per shirt, to indicate their size on a sheet passed around by Sarah Umlauf.

2. Approve April 24, 2013 Minutes

Cindy Rapponotti noted corrections to the CCF Parks report and that the minutes should reflect that CCF Parks approved \$2,500 for the Ice Rink Design and that 3 projects were under consideration. The minutes were approved as revised.

3. Financial Report

Gary Krosch presented the financial report to the board noting that CCF would soon be spending the bulk of their restricted funds. Balances will be depleted as projects near completion. Answering a question regarding pledges, it was noted

that both Moneta and Brown Shoe still had active pledges but that Centene's pledge would be complete by the end of the fiscal year.

Gary Krosch noted that the Party of the Century accounting will be moved to project funds by the next statement.

Patty DeForrest presented the proposed Fiscal Year 2014 Operating Budget. Patty noted that the budget estimates \$116,000 in revenue and \$101,000 in expenditures. The expenditures include primarily ongoing expenses. With regards to the Party of the Century, it is estimated that the group will have approximately \$140,000 in revenue and \$140,000 in expenses. There was some discussion regarding the Party of the Century as a fundraising vehicle and that not all the funds raised should go to the party. Some of the funds raised should go to the CCF as unrestricted funds.

Patty presented resolution number 13-06, the approval of the FY 2014 Budget. Ben Uchitelle moved to approve and Elizabeth Robb seconded the motion. The motion was unanimously approved.

4. Staff Report – Patty DeForrest

History Book – Patty reported that we currently have about 70 books left in stock out of 750. Also, CCF received royalties from Reedy Press totaling about \$750. Straub's continues to sell history books as well.

Shaw Park Recreational Trail – the trail is nearing completion. While the trail itself is complete, there is still landscaping work left to be done. The goal is to have everything planted and looking great in time for the Centennial Festival. Staff is currently working on signage for the trail.

Hanley House Porches – the porches are about 90% complete but there are some boards that will need replacing. Staff continues to work on new signage for the park as a part of the Langenberg gift. Staff is considering hosting an event this fall to celebrate the completion of the porches as well as the other restoration projects from the year. As a part of the Langenberg gift, staff is designing 3 new interpretative signs that will be installed in Hanley Park.

Century Garden – the sculpture is complete and staff is currently working with an engineer to make adjustments to the existing plinth so that it can support the artwork.

Enterprise Holdings Pavilion – the pavilion is about 20% complete and is moving along. While it may not be complete in time for the Centennial Festival, staff hopes that it will be far along.

Clayton Dog Park in Anderson Park – the dog park is about 80% complete. There are still some amenities available for sponsorship including some benches

and water features. Memberships are still available. For those that have already signed up, their memberships will be prorated for the year. The dedication is scheduled for September 19. The sculptures of Dogs and Cats throughout the City are not related to the Dog Park.

The Shaw Park Master Plan Overlay is continuing to move forward with the help of its committees. A public forum was held and the community shared its thoughts. SWT is engaging the public during the process. The group is working on a maintenance and funding plan. On September 24<sup>th</sup>, the Master Plan design concept will go before the Board of Aldermen for their consideration.

Also on September 24<sup>th</sup>, the Board of Aldermen will view the design concept for the Multi-use Facility. It is possible that the Board of Aldermen could approve the concept of one and not the other.

The Master Plan advisory committee has met and includes Jim Mann, Mont Levy, Jim Castelano, Bob Chapman, Gary Feder and others. The group has recommended and will begin a fundraising feasibility study. Funded by Bob Chapman, the group will engage the services of the Rome Group for the study. Amy Rome has a history of working with the CCF. It has been estimated that the project will have a \$20 million dollar budget and the annual maintenance costs could be \$750,000. Beginning in January 2014, Amy Rome will meet with potential donors to assess the support for the project.

##### 5. Development Report

While Jill is away for the summer, Judy Goodman has been leading the Major Gifts Committee. The group is focused on raising funds to support 2013 events. The group is seeking Centennial Sponsors. These sponsors will support the Party of the Century as well as other Centennial events and additional revenue for CCF. Judy asks Board Members to think of potential asks. The Major Gifts Committee would like to approach individuals and businesses for support in the \$5,000 to \$10,000 range. Elizabeth Robb added that the group is also seeking in-kind support similar to Webster University which is producing the commemorative video valued around \$25,000.

The group is promoting the calendar of events for the rest of the year. Posters will go up in businesses and flyers will be distributed into neighborhoods and the school district. The calendar will also be promoted through e-communications. The events include the Centennial Festival on October 5<sup>th</sup>, the Innovation and Infinite Possibilities Lecture sponsored by Washington University on November 6<sup>th</sup>, and the Party of the Century on November 29<sup>th</sup>.

The Party of the Century is seeking Hosts at the \$1,000 level and encouraging people to purchase their tickets which went on sale in June. The Party has an active Facebook page and it is being promoted through the School District channels. There will be room for 600 attendees. Grey Eagle is donating the

beer for the event. Sponsors that have contributed at the \$5,000 and above will have a reserved table. Judy submitted a list of current Hosts and Sponsors. The list does not include in-kind sponsors.

The contract with Contemporary has been finalized and they will secure an MC for the event and will invite VIP's. The music will be the St. Louis All Stars and feature Kim Massie, Charles Glenn, Arvell Keithley, etc. If the funds are available, the committee would like to invite Nelly and Chuck Berry. The evening will begin with nostalgia in the anteroom and then move into a more futuristic theme in the ballroom. The Party will be a memorable evening.

The Annual Fund Committee has implemented a summer strategy by sending letters to lapsed donors. About \$6,000 has been raised to-date through this outreach. The group has shifted focus to the community-wide message that will be mailed in September. The group is also formulating the follow-up to the Party of the Century in order to take advantage of the momentum of the event.

The Musical Nights series continues to be a success and Cindy Rapponotti should be commended for her efforts.

6. CCF Arts Report

Bev Wagner reported that the dedication of the Surls sculpture, *Molecular Bloom with Single Flower*, will take place in Shaw Park's Century Garden on August 30<sup>th</sup>. The reception will begin at 5:30 pm and the public dedication will take place at 6:30 pm. The work will be installed by the Artist on Thursday, August 29<sup>th</sup>.

Bev also reported on the state of the Trova sculpture loan to the CCF from St. Louis County. CCF was initially offered 4 sculptures based on an application process but ultimately voted to accept 2 of the 4. The City of Clayton has picked up 2 sculptures. One of those, *Geometric Abstract #2*, will be placed in Moneta Garden in Shaw Park. The second work, *Standing Poets*, has not been sited. CCF Arts originally hoped to place the work in front of the Mid-County Library branch but the County Library Board rejected the offer. Unable to choose a secondary location, CCF Arts was split on the decision to send the work back or to continue trying to find a Clayton home for the work. Discussion continued regarding the work and a location in Old Town Clayton's Taylor Park was considered. Feedback from the community was gathered and an Old Town resident suggested placing the work in a small plaza at the intersection of North Meramec and Kingsbury. With this alternative site proposed, CCF Arts will continue to consider the placement of the work in Clayton.

CCF Board Members wondered if other Clayton sites were considered for the Trova work like DeMun. Bev noted that many locations were considered.

7. CCF Parks Report

Cindy Rapponotti noted that CCF continues to gather emails for the distribution list. Sponsors for Musical Nights include Sip Salon and My Daddy's

Cheesecake. Remaining concerts are Willow's Creek on August 25<sup>th</sup> and Javier Mendoza on September 22<sup>nd</sup>.

CCF Parks lost 4 members recently. The group is looking for new members. They meet in the mornings at 7:30 am. Revisions to the Tree and Bench Program are moving forward.

CCF Parks' member, Catherine Love, suggested that a possible future project could be increasing green space through the purchase of the Maryland School Property.

Trees are needed in Clayton. Many trees were lost due to the past drought. The group would like to know if funding for reforestation could be a possible project for 2014. Patty will look into the amount of trees that would be an ideal number for this possible project. CCF Parks helped to secure a grant for the City of Clayton to conduct a tree inventory by contributing \$2,500.

8. CCF History Report

The CCF Lecture Series is continuing and takes place every other month. On May 15<sup>th</sup>, Wilson School hosted a lecture and on July 17<sup>th</sup>, a lecture on the history of Wydown was held at St. Michael St. George.

The group is working to get display cases featuring Clayton History into the community. They have 3 cases total and are meeting with Commerce Bank to discuss a possible partnership. Mont Levy suggested that the group look into the possibility of putting a display at the Airport.

CCF History is also focused on establishing a permanent location for its library and archives. The group is currently in talks to house the archives at the Center of Clayton utilizing the lobby space once occupied by the Coffee Kiosk. Mike Pratl of Jacobs is working on a proposal and CRSWC would need to consider the proposal.

Sarah Umlauf reported on activities at the Hanley House including the very successful summer camp programs for children.

9. New Business

Gary Feder suggested that the board give consideration to potential new board members as that will be a topic for discussion at the next Board meeting.

10. Next Meeting

The next meeting will be Wednesday, October 30, 2013 at 7pm at 10 S. Brentwood Boulevard.

11. Adjourn

The meeting was adjourned at 8:45 pm.